

METHOD AND APPARATUS FOR PROCESSING ATVEF DATA TO CONTROL THE
DISPLAY OF TEXT AND IMAGES

ABSTRACT OF THE DISCLOSURE

5 An auxiliary display device is used in conjunction with a cable television (CATV) system to process television content metadata extracted from a transport stream received by a set-top box (STB) and sent to the auxiliary display device. Text and/or images defined by the metadata are presented on a display of the auxiliary display device adjacent to a predefined image (e.g., an advertisement, supplemental data) retrieved from a memory of the auxiliary display device. The predefined image is presented in an area of the display of the auxiliary display device that is designated by the metadata as being reserved for displaying a broadcast television channel video image. The predefined image can be changed on a periodic basis, or in response to the auxiliary display device receiving new metadata from the STB.